

Betty Davis

Product Design Lead

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Profile

Design lead with 15+ years of enterprise experience spanning executive communications and corporate strategy, and 7+ years as a UX/Product Designer supporting Hewlett Packard Enterprise's core as-a-service portfolio — the GreenLake Platform and Innovation Lab.

Experience

Product Designer

Jan 2021 — Present

HPE GreenLake Platform

- Design IT asset management flows that let customers onboard devices by order number instead of jumping across segmented platforms.
- Create device subscription management flows for moving subscriptions across workspaces, plus a services free-trial MVP with self-serve 90-day trials.
- Lead post-GA quality assurance for Asset Explorer: permission-based dashboard views, a responsive grid layout, and clearer data visualization and iconography.
- Design the GreenLake Platform on-premise/disconnected flow for saving progress and viewing system status.
- Drive UX for Innovation Lab projects including Foundation Model Compass and AI for legal contracts.
- Shape the Platform's North Star vision through competitive research and SME workshops, proposing customizable, data-centric widget designs.
- Partner with the Design System team to prioritize and document high-use components such as Wizard.

User Experience Designer

Nov 2020 — Dec 2021

HPE GreenLake Central

- Ran heuristic evaluations of the main dashboard and workflows, filing bugs and driving enhancements with engineering.
- Kick-started data visualization components and guidelines, implemented with developers and tested for AA color accessibility.
- Spearheaded MVP dashboard designs for partner integration software, gathering requirements and user challenges.
- Partnered with the product owner to redesign password management for developers in Central.

User Experience Engineer

Dec 2018 — Nov 2020

HPE Total Customer Experience and Quality

- Owned the UX and research roadmap for an entry-level storage product, assessing and testing software and hardware.
- Partnered with quality engineers, developers, and architects across the product lifecycle.
- Worked with customer support and customer relations to bring timely insights and feedback back to engineering.
- Created mock-up screens and prototypes for testing and feedback.

Skills & Tools

PRACTICE

Human-centric approach, Design thinking practices, Facilitation (LUMA certified), Visual design

RESEARCH

Qualitative user research, Secondary research, Heuristic evaluation, Usability testing

PRODUCT

Enterprise platform design, Data visualization, Design systems, Accessibility (WCAG AA)

COLLABORATION

Certified Scrum Product Owner, Workshop facilitation, Cross-functional partnership, Stakeholder communication

Education & Certifications

LUMA Design Thinking Instructor

LUMA Institute

2022

Certified Scrum Product Owner

Mountain Goat Software

2019

UX Design Certification

Springboard, San Francisco

2017

Bachelor of Fine Arts

California State University, San José

2009